

The Philippine Collegian and the Catalyst's Journalistic Presentation of the UP and PUP: A Content Analysis

Authors : Diana Mariz Catangay, Irish-Ann Montano, Frances Janine Suyat

Abstract : As an active pedestal for student's interaction with both issues happening inside the school and out; may it be political, societal, international, or other current events, a school paper should at least meet the standard of providing a representation of the school's morals and values and help the institution uplift its image. The researchers seek to ascertain how the two student publications from the Philippines' two prime state universities, the University of the Philippines' Philippine Collegian, and the Polytechnic University of the Philippines' the Catalyst, presents iii their school through balanced journalism and objective documentation. The objectives include determining the number of school-related articles published versus those articles that are concerned outside the school's jurisdiction, analyzing the insight it provides on the image of the university, assessing the similarities and/or differences between the two publications, and, finally, coming up with the conclusion of how the two newspapers uses their medium to present their respective schools. The research used the quantitative method of research in order to further analyze the articles that will serve as bases in coming up with the right conclusion based on the objectives of the study. Coding sheets and coding guides are utilized for the chosen research method. The gathered findings will then be interpreted as fitting to the goal of the research.

Keywords : content analysis, journalistic presentation, student publications, state universities

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